

3M™ C. diff Solution Tablets

3M Solution

To combat the rise of C. diff infections at hospital facilities and for facilities searching for a bleach alternative, 3M can help! The 3M™ C. diff Solution Tablets is an EPA-registered concentrated tablet disinfectant cleaner for Hospitals and Institutional use. When used in accordance with its product label, this disinfectant is effective against Clostridium difficile and a broad spectrum of other bacteria. Please refer to the Product Label or Technical Data Sheet for full list efficacy claims and application instruction.

These effervescent tablets dissolves in approximately 3 minutes. The pH of the tablet solution is closer to neutral as compared to that of bleach & hydrogen peroxide/PAA, which can correlate to its overall improved compatibility profile. The tablet solution is also highly versatile and can be applied to hard, non-porous, inanimate surfaces with brush, spray device, sponge, cloth, or mop.

Key Features

- More compatible than bleach and peracetic acid, with no personal protective equipment recommended at use dilution.
- Available in strip pack form (5 year concentrate shelf life)
- Effective against Clostridioides difficile spores in 4 minutes at 4306 ppm (4 tablets) and 10 minutes at 2153 ppm (2 tablets).
- pH of Use Solution: 5.5-6.5, which is closer to neutral than bleach or hydrogen peroxide/PAA
- The 3M™ C. diff Solution Tablets are comprised of NaDCC (Sodium Dichloroisocyanurate) chemistry.
- Please refer to the product label and/or technical data sheet for the full list of efficacy or kill claims, as disinfectant labels are updated frequently.

Value Propositions

Target Market Segments	<ul style="list-style-type: none"> • Hospitals • Nursing homes • Medical and dental offices and clinics 	<ul style="list-style-type: none"> • Operating rooms • Isolation wards • Medical research facilities
Target Departments	<ul style="list-style-type: none"> • Infection Prevention Director/Practitioner • Environmental Services (EVS) Director/Manager • EVS Value Analysis Team (VAT) • Facilities Operations/Maintenance Manager 	<ul style="list-style-type: none"> • Safety Director • Transportation • Supply Chain/Materials Management • Sustainability Director • Patient Satisfaction
3M Strengths	<ul style="list-style-type: none"> • Cost Effective — Costs significantly less than ready-to-use options. • Chemistry — At use dilution, chlorine fragrance is experienced, versus the more intense chlorine and vinegar odors of bleach and hydrogen peroxide/PAA options. Close to neutral pH for better handling with staff as well as versatility on surface substrates. • Longer Concentrated Shelf Life — Available in strip pack form (5 year concentrate shelf life) • Tablet & Container Sizing Options — Quart (3.3g) tablets and Gallon (13.3g) tablets in packaging provide a versatile offering for convenient dilution/usage options per different fillable containers. Packaging options support different inventory needs across many vertical marketers. 	

Competition	Bleach Options	Hydrogen Peroxide/PAA Options
	<ul style="list-style-type: none"> • Clorox Healthcare® Germicidal Disinfectant ("Dispatch") • Clorox Fuzion™ • Diversey Avert™ 	<ul style="list-style-type: none"> • Ecolab Oxycide™ • PeridoxRTU® Sporidical Disinfectant & Cleaner
	NaDCC Options	
	<ul style="list-style-type: none"> • Brulin Brutabs 6S® • Defender Tablets 	



Target Customer Problems We Can Solve

A Bleach Alternative — *"I don't like using bleach. It causes too much surface damage!"* 3M™ C. diff Solution Tablets are chlorine based and does produce hypochlorous acid, BUT this chemistry disinfects without the byproduct of sodium hydroxide (the harsh ingredient present in Bleach), more surface compatible option versus Bleach.

Chemistry Profile — *"My employees don't like the smell of our current sporidical, it smells like vinegar, and it causes discomfort/dissatisfaction!"* 3M™ C. diff Solution Tablets, when diluted in new or cleaned (rid of all preexisting residue) containers, provide a pool/spa aroma.

Versatility — *"There are situations where we must disinfect a variety of different surfaces including floors, but the high pH of bleach and the lower pH of Hydro. Perox/PAA can be destructive."* 3M™ C. diff Solution Tablets have a RTU pH of 5.5-6.5, a more compatible pH level if/when floors are to be disinfected as compared to other sporidical chemistries.

Tablets Technology — *"I've used RTU & chemical dispensing options in the past and I'm unsure switching to tablet form."* High cost that may exist with RTU options as well reduced versatility could be reasonable drivers for change. Dilution inaccuracies and continual maintenance of devices could be areas of consideration as well. The effervescent tablet technology provides a surface compatible, consistent, and cost effective RTU chemical that can be a simple adjustment for staff.

GPO Compliance — *"We have to buy off our GPO contract."* 3M™ C. diff Solution Tablets are on all major GPO'S.

Sales Guide

3M™ C. diff Solution Tablets

Making the sales call

Qualifying Questions — Ask every customer and end user the following questions:

1. "Can you tell me what the protocol for cleaning & disinfection C-Diff is in your facility?"
2. "Which sporicidal disinfectant are you currently using in your facility?"
3. "What was the reason for switching to or using your current sporicidal disinfectant? What do you like about it?"
4. "Are you using a sporicidal disinfectant solely in C-Diff Infection (CDI) cases or for all discharge / terminal disinfections?"

Questions to Identify Needs — Ask these questions to uncover customer issues / dissatisfaction with their current supplier / show them our presentation / mix some tablets up / show them how it's packaged:

1. "If you could change one thing about your sporicidal disinfectant, what would it be and how would it effect your operation?"
2. (If not NaDCC) "How important is employee and patient satisfaction as it pertains to chemicals being used? Have you ever fielded complaints about the scent or odor of your current sporicidal disinfectant?"
3. "Higher and lower pH sporicidal disinfectants can have adverse effects on surfaces and substrates. Does surface damage and degradation concern you at all? Have you already experienced surface damage already?"
4. "Have you had to use your current sporicidal disinfectant on the floors? (If Yes) – "How did it work? what were the results?" (If No) – "Why not?"

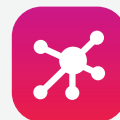
Drive the decision process — Ask for the order / close the call

1. Reference the Tech Data Sheet with EPA approved kill claims at different ppm dilutions and associated dwell times.
2. Reference the OSHA study and discuss the main differences between NaDCC & Bleach & Hydrogen Peroxide(PAA).
 - a) SDS Profile (closer to neutral pH)
 - b) Lower smell & residue
3. Mix some of the tablets up in a container of water (be ready to fill a quart or a gallon) to show how the tablets dissolve and discuss the lighter odor compared to Bleach or Hydrogen Peroxide. Mix in new or cleaned out containers. Apply the prepared solution on a surface to display how to best utilize it before trialing.
4. Ask the customer if they would prefer to trial the product in their facility.
 - a) Engage with those EVS managers that are using it, to ensure proper use and control the trial.
 - b) Ensure that new or cleaned out containers are used to mitigate additional odors
 - c) Do not use other sporicidal disinfectants while the trial is being conducted (if possible)
5. 5. Ask for the order by asking when the customer would like to schedule trainings and coordinate initial order (through distribution).

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- ☒ Quickly access and view 3M products and how-to videos
- ☒ Download and save content to your device in custom folders so you can view it later without internet access
- ☒ Easily share multiple pieces of literature and/or videos to numerous email addresses at one time



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